

PROJECT NUMBER: 8101
PROJECT TITLE: Cigarette Testing Services Division
SECTION LEADER: Rebecca W. Kanipe
PERIOD COVERED: July, 1987

I. MARKET ACTIVITY

A. Objective: To monitor the introduction of new brands and brand modifications to existing brands and to report the domestic market activity on a monthly basis.

B. Results:

1. New Brands

Philip Morris is distributing Cambridge Full Flavor 85 and 100 cigarettes nationally. These cigarettes deliver 16 mg tar and 1 mg nicotine and will compete against Doral cigarettes (RJR).

R. J. Reynolds is distributing Camel Filter 100 cigarettes nationally. These cigarettes deliver 18 mg tar and 1.1 mg nicotine. This brand has the same packaging as Camel Filter 85.

Safer Smokes, Inc. of Fort Lee, New Jersey is distributing Bravo 85 cigarettes. The filler of this brand is 100% lactuca (a lettuce indigenous to Argentina) and contains no nicotine. These cigarettes sell for \$18.75 per carton.

2. Brand Modifications

Brown & Williamson has changed the filter on Kool Ultra 85 and 100 cigarettes back to the Actron (Barclay-type) filter. The filter on these cigarettes was changed to a conventional cellulose acetate filter in November, 1986. Barclay Menthol 85 and 100 cigarettes have been discontinued by Brown & Williamson.

Lorillard has increased the tipping paper length on Satin 100 (plain and menthol) and True 100 (32 to 34 mm). The tipping paper length on Kent Golden Lights 100 and Kent III 100 cigarettes has decreased (35 to 34 mm). Lower smoke deliveries were noted on the Kent III cigarettes as a result of increased ventilation.

II. JAPAN MARKET

A. Objective: To evaluate Philip Morris and competitive cigarette brands on the Japanese market and to report the analytical results.

B. Status: The first Japan C.I. Report has been completed and published. This report includes analytical data and sales figures on thirty-one cigarette brands from the Japanese market.

III. ANALYTICAL METHODS DEVELOPMENT AND SUPPORT

A. Objective: To evaluate and recommend analytical methods and new technology in support of programs for R&D and Manufacturing.

B. Status/Results:

1. Menthol Extraction Study: An extraction study has shown that a one hour, rotating extraction is sufficient for extracting menthol from TPM pads in 95% ethanol without impacting the precision of the method. The current standard procedure for menthol in smoke, Method No. S-8A, requires a two hour rotating extraction. The shorter extraction time will decrease the total analysis time by one hour. In addition, the decreased analysis time will increase laboratory efficiency in analyzing priority menthol samples.

2. Menthol on Foils using the InfraAnalyzer: The InfraAnalyzer procedure for the rapid determination of menthol on foil was presented to Diane Coleman from Louisville QA on July 2. The menthol on foil analysis is currently being performed in the QA laboratory using the gas chromatographic procedure. Bill Speicher has requested to have an InfraAnalyzer 450 set up in the QA laboratory for process control of mentholated foils. The four filters and wavelength coefficients for the analysis have been installed on an InfraAnalyzer 450. This instrument will be installed in Louisville on August 10 by CTSD personnel.